

YouGov Survey: Thanksgiving Pies

November 14 - 18, 2022 - 1000 U.S. Adult Citizens



1A. Opinions of Pies — Pumpkin pie

What would you think about the following pies being served at a Thanksgiving meal?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	40%	37%	43%	26%	36%	45%	52%	45%	21%	41%	31%
Like it	30%	32%	27%	36%	30%	27%	26%	30%	27%	32%	30%
Dislike it	15%	15%	14%	19%	15%	14%	12%	13%	21%	16%	16%
Hate it	9%	9%	10%	8%	7%	12%	9%	8%	24%	4%	6%
Not sure	6%	7%	6%	11%	12%	2%	2%	5%	6%	7%	17%
Totals	100%	100%	100%	100%	100%	100%	101%	101%	99%	100%	100%
Unweighted N	(981)	(436)	(545)	(179)	(223)	(345)	(234)	(694)	(121)	(88)	(78)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	40%	41%	38%	42%	41%	47%	43%	46%	33%	42%	38%	41%	39%
Like it	30%	33%	27%	29%	34%	26%	28%	29%	32%	25%	34%	30%	29%
Dislike it	15%	12%	15%	16%	13%	15%	15%	14%	14%	14%	13%	16%	14%
Hate it	9%	11%	8%	9%	10%	8%	9%	8%	12%	11%	10%	8%	9%
Not sure	6%	3%	11%	4%	3%	3%	4%	3%	10%	7%	5%	5%	9%
Totals	100%	100%	99%	100%	101%	99%	99%	100%	101%	99%	100%	100%	100%
Unweighted N	(981)	(342)	(383)	(256)	(363)	(310)	(397)	(263)	(227)	(179)	(209)	(377)	(216)

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1B. Opinions of Pies — Pecan pie

What would you think about the following pies being served at a Thanksgiving meal?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	36%	35%	37%	17%	26%	45%	48%	38%	22%	36%	32%
Like it	30%	30%	30%	30%	31%	29%	29%	29%	39%	30%	25%
Dislike it	16%	17%	15%	24%	22%	11%	10%	16%	17%	10%	23%
Hate it	9%	7%	10%	12%	8%	8%	6%	8%	13%	6%	8%
Not sure	10%	11%	9%	17%	13%	7%	7%	9%	9%	17%	12%
Totals	101%	100%	101%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(977)	(435)	(542)	(178)	(222)	(344)	(233)	(691)	(121)	(87)	(78)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	36%	37%	33%	37%	38%	40%	36%	40%	29%	27%	33%	43%	32%
Like it	30%	30%	29%	31%	30%	32%	31%	29%	32%	32%	33%	27%	28%
Dislike it	16%	15%	13%	21%	17%	15%	15%	18%	16%	17%	14%	15%	19%
Hate it	9%	9%	8%	8%	7%	8%	9%	5%	10%	9%	11%	8%	7%
Not sure	10%	8%	17%	3%	8%	5%	9%	7%	13%	15%	10%	6%	14%
Totals	101%	99%	100%	100%	100%	100%	100%	99%	100%	100%	101%	99%	100%
Unweighted N	(977)	(342)	(381)	(254)	(362)	(308)	(395)	(261)	(227)	(179)	(209)	(374)	(215)

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1C. Opinions of Pies — Apple pie

What would you think about the following pies being served at a Thanksgiving meal?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	45%	46%	44%	31%	32%	52%	59%	45%	48%	44%	36%
Like it	37%	34%	40%	42%	36%	37%	34%	37%	38%	33%	42%
Dislike it	9%	11%	7%	10%	14%	7%	5%	10%	4%	10%	9%
Hate it	4%	3%	5%	7%	7%	2%	1%	4%	6%	4%	3%
Not sure	5%	6%	4%	10%	10%	1%	1%	4%	4%	9%	10%
Totals	100%	100%	100%	100%	99%	99%	100%	100%	100%	100%	100%
Unweighted N	(983)	(436)	(547)	(180)	(222)	(345)	(236)	(696)	(120)	(89)	(78)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	45%	43%	44%	47%	47%	50%	48%	47%	38%	46%	44%	45%	44%
Like it	37%	41%	34%	37%	37%	35%	37%	38%	34%	34%	41%	36%	38%
Dislike it	9%	9%	8%	11%	10%	10%	8%	11%	12%	11%	7%	10%	8%
Hate it	4%	4%	5%	4%	4%	4%	3%	4%	6%	3%	4%	5%	4%
Not sure	5%	3%	9%	2%	2%	2%	4%	1%	10%	7%	5%	4%	5%
Totals	100%	100%	100%	101%	100%	101%	100%	101%	100%	101%	101%	100%	99%
Unweighted N	(983)	(342)	(383)	(258)	(364)	(310)	(401)	(264)	(226)	(179)	(210)	(377)	(217)

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1D. Opinions of Pies — Butternut squash pie

What would you think about the following pies being served at a Thanksgiving meal?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	8%	10%	6%	10%	11%	5%	7%	7%	8%	11%	11%
Like it	18%	17%	18%	22%	22%	11%	19%	18%	9%	18%	30%
Dislike it	24%	26%	22%	22%	24%	26%	21%	24%	25%	25%	17%
Hate it	19%	19%	20%	16%	14%	26%	19%	20%	28%	13%	9%
Not sure	32%	28%	35%	30%	29%	32%	35%	31%	30%	34%	32%
Totals	101%	100%	101%	100%	100%	100%	101%	100%	100%	101%	99%
Unweighted N	(975)	(434)	(541)	(179)	(220)	(344)	(232)	(693)	(120)	(86)	(76)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	8%	12%	5%	6%	9%	9%	6%	8%	10%	8%	7%	8%	8%
Like it	18%	21%	14%	19%	20%	15%	14%	22%	18%	20%	16%	17%	18%
Dislike it	24%	22%	23%	26%	22%	27%	23%	22%	29%	22%	21%	24%	26%
Hate it	19%	21%	16%	23%	19%	21%	23%	18%	16%	16%	23%	19%	20%
Not sure	32%	24%	43%	25%	30%	28%	34%	29%	26%	34%	33%	32%	27%
Totals	101%	100%	101%	99%	100%	100%	100%	99%	99%	100%	100%	100%	99%
Unweighted N	(975)	(340)	(382)	(253)	(362)	(305)	(396)	(263)	(224)	(179)	(209)	(371)	(216)

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1E. Opinions of Pies — Sweet potato pie

What would you think about the following pies being served at a Thanksgiving meal?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	24%	21%	27%	15%	22%	26%	31%	17%	61%	23%	24%
Like it	30%	31%	28%	41%	28%	24%	31%	30%	24%	31%	38%
Dislike it	18%	20%	16%	18%	21%	19%	15%	20%	5%	23%	16%
Hate it	14%	16%	11%	15%	9%	19%	10%	18%	8%	3%	4%
Not sure	14%	12%	17%	12%	21%	13%	12%	15%	3%	19%	18%
Totals	100%	100%	99%	101%	101%	101%	99%	100%	101%	99%	100%
Unweighted N	(975)	(435)	(540)	(177)	(221)	(345)	(232)	(690)	(120)	(88)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	24%	32%	20%	20%	29%	20%	26%	26%	16%	27%	21%	29%	16%
Like it	30%	30%	31%	29%	34%	29%	29%	27%	32%	28%	22%	30%	38%
Dislike it	18%	17%	17%	22%	19%	21%	16%	22%	19%	17%	20%	20%	14%
Hate it	14%	12%	13%	17%	10%	17%	12%	14%	16%	14%	16%	11%	15%
Not sure	14%	9%	20%	13%	8%	13%	16%	11%	17%	14%	20%	9%	17%
Totals	100%	100%	101%	101%	100%	100%	99%	100%	100%	100%	99%	99%	100%
Unweighted N	(975)	(341)	(379)	(255)	(363)	(308)	(396)	(261)	(226)	(177)	(207)	(374)	(217)

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1F. Opinions of Pies — Peanut butter pie

What would you think about the following pies being served at a Thanksgiving meal?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	16%	16%	17%	14%	20%	18%	12%	18%	4%	21%	14%
Like it	28%	28%	28%	39%	31%	23%	23%	29%	21%	25%	41%
Dislike it	20%	20%	20%	15%	20%	21%	22%	19%	30%	15%	14%
Hate it	12%	13%	11%	10%	8%	13%	15%	12%	13%	14%	5%
Not sure	24%	23%	25%	22%	21%	25%	27%	22%	31%	26%	26%
Totals	100%	100%	101%	100%	100%	100%	99%	100%	99%	101%	100%
Unweighted N	(977)	(436)	(541)	(180)	(221)	(344)	(232)	(693)	(120)	(86)	(78)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	16%	15%	18%	17%	13%	19%	16%	17%	19%	15%	20%	16%	15%
Like it	28%	30%	26%	30%	30%	29%	26%	37%	25%	28%	30%	27%	28%
Dislike it	20%	20%	17%	23%	20%	21%	21%	20%	19%	22%	18%	20%	19%
Hate it	12%	15%	9%	12%	12%	11%	13%	9%	14%	9%	10%	13%	14%
Not sure	24%	21%	31%	19%	25%	20%	24%	18%	23%	25%	22%	24%	24%
Totals	100%	101%	101%	101%	100%	100%	100%	101%	100%	99%	100%	100%	100%
Unweighted N	(977)	(342)	(381)	(254)	(361)	(308)	(397)	(261)	(227)	(179)	(209)	(373)	(216)

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1G. Opinions of Pies — Banana cream pie

What would you think about the following pies being served at a Thanksgiving meal?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	28%	29%	27%	16%	27%	36%	26%	29%	21%	34%	22%
Like it	38%	39%	36%	42%	30%	35%	47%	36%	45%	36%	45%
Dislike it	15%	14%	16%	15%	20%	14%	12%	17%	10%	12%	13%
Hate it	8%	7%	9%	8%	8%	9%	7%	9%	11%	3%	2%
Not sure	11%	11%	12%	19%	15%	6%	8%	9%	14%	15%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(975)	(435)	(540)	(178)	(221)	(345)	(231)	(693)	(118)	(87)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	28%	29%	25%	31%	30%	32%	28%	29%	27%	27%	32%	27%	26%
Like it	38%	41%	34%	39%	36%	39%	41%	39%	33%	36%	39%	39%	36%
Dislike it	15%	14%	14%	18%	15%	15%	15%	14%	18%	16%	11%	15%	18%
Hate it	8%	9%	8%	7%	9%	8%	6%	9%	10%	7%	7%	9%	9%
Not sure	11%	6%	20%	6%	10%	6%	10%	9%	12%	14%	12%	10%	10%
Totals	100%	99%	101%	101%	100%	100%	100%	100%	100%	100%	101%	100%	99%
Unweighted N	(975)	(340)	(379)	(256)	(362)	(307)	(397)	(262)	(225)	(178)	(208)	(375)	(214)

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1H. Opinions of Pies — Cranberry pie

What would you think about the following pies being served at a Thanksgiving meal?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	9%	10%	7%	13%	12%	5%	6%	8%	6%	11%	13%
Like it	21%	22%	20%	27%	26%	16%	17%	19%	20%	26%	34%
Dislike it	25%	28%	22%	19%	28%	25%	27%	25%	27%	25%	23%
Hate it	15%	14%	17%	15%	12%	19%	13%	17%	18%	5%	7%
Not sure	30%	26%	34%	26%	22%	34%	37%	31%	29%	33%	22%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(981)	(435)	(546)	(180)	(221)	(345)	(235)	(698)	(120)	(86)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	9%	12%	6%	7%	10%	9%	5%	13%	9%	10%	10%	7%	9%
Like it	21%	23%	18%	22%	20%	20%	21%	23%	21%	23%	16%	21%	23%
Dislike it	25%	22%	24%	29%	26%	24%	25%	25%	24%	21%	29%	24%	25%
Hate it	15%	18%	12%	16%	15%	16%	15%	15%	18%	16%	15%	15%	15%
Not sure	30%	25%	40%	25%	29%	30%	34%	24%	28%	30%	30%	33%	27%
Totals	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(981)	(341)	(384)	(256)	(362)	(310)	(399)	(262)	(227)	(179)	(208)	(378)	(216)

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11. Opinions of Pies — Blueberry pie

What would you think about the following pies being served at a Thanksgiving meal?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	26%	29%	23%	20%	23%	28%	32%	27%	18%	26%	28%
Like it	35%	35%	35%	37%	30%	34%	41%	35%	36%	31%	40%
Dislike it	18%	15%	20%	15%	20%	20%	14%	18%	15%	18%	16%
Hate it	7%	5%	10%	12%	8%	6%	4%	6%	14%	7%	6%
Not sure	14%	15%	12%	16%	19%	12%	9%	13%	17%	18%	10%
Totals	100%	99%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(980)	(433)	(547)	(180)	(220)	(346)	(234)	(694)	(120)	(88)	(78)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	26%	28%	27%	22%	29%	30%	25%	29%	23%	32%	23%	28%	22%
Like it	35%	36%	30%	41%	36%	38%	39%	30%	36%	34%	30%	38%	36%
Dislike it	18%	17%	16%	21%	16%	18%	17%	21%	17%	19%	22%	15%	17%
Hate it	7%	8%	7%	8%	8%	6%	7%	7%	9%	5%	8%	9%	7%
Not sure	14%	11%	20%	9%	11%	8%	12%	13%	16%	11%	16%	11%	18%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	101%	101%	99%	101%	100%
Unweighted N	(980)	(340)	(384)	(256)	(362)	(310)	(400)	(263)	(225)	(178)	(209)	(377)	(216)

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1J. Opinions of Pies — Boston cream pie

What would you think about the following pies being served at a Thanksgiving meal?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	25%	26%	25%	18%	19%	33%	28%	28%	16%	27%	11%
Like it	35%	35%	35%	31%	33%	32%	45%	34%	37%	33%	49%
Dislike it	17%	17%	17%	19%	21%	16%	13%	18%	22%	9%	16%
Hate it	6%	5%	8%	9%	8%	5%	5%	6%	11%	3%	5%
Not sure	16%	17%	15%	24%	20%	13%	9%	14%	14%	27%	19%
Totals	99%	100%	100%	101%	101%	99%	100%	100%	100%	99%	100%
Unweighted N	(982)	(438)	(544)	(182)	(223)	(344)	(233)	(695)	(121)	(89)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	25%	25%	23%	29%	23%	30%	28%	22%	26%	26%	25%	26%	24%
Like it	35%	40%	31%	35%	39%	39%	32%	42%	36%	32%	35%	36%	36%
Dislike it	17%	17%	16%	19%	17%	14%	18%	19%	14%	18%	18%	16%	17%
Hate it	6%	7%	6%	6%	8%	5%	7%	5%	7%	7%	5%	8%	6%
Not sure	16%	11%	24%	11%	13%	12%	16%	12%	17%	17%	17%	14%	17%
Totals	99%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(982)	(341)	(386)	(255)	(363)	(309)	(400)	(261)	(227)	(179)	(209)	(375)	(219)

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1K. Opinions of Pies — Cherry pie

What would you think about the following pies being served at a Thanksgiving meal?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	31%	34%	28%	24%	23%	33%	41%	33%	23%	30%	22%
Like it	36%	36%	37%	33%	32%	37%	43%	35%	33%	36%	48%
Dislike it	16%	15%	17%	16%	21%	16%	9%	15%	22%	17%	12%
Hate it	8%	7%	10%	12%	9%	9%	4%	9%	14%	5%	3%
Not sure	9%	10%	8%	14%	14%	6%	3%	8%	8%	12%	16%
Totals	100%	102%	100%	99%	99%	101%	100%	100%	100%	100%	101%
Unweighted N	(974)	(432)	(542)	(177)	(221)	(343)	(233)	(689)	(119)	(88)	(78)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	31%	31%	28%	35%	32%	38%	31%	36%	25%	29%	28%	30%	35%
Like it	36%	39%	33%	37%	39%	37%	37%	38%	34%	34%	38%	39%	31%
Dislike it	16%	15%	16%	17%	16%	13%	16%	14%	17%	18%	18%	14%	16%
Hate it	8%	10%	8%	6%	9%	7%	8%	8%	11%	9%	7%	10%	7%
Not sure	9%	5%	15%	5%	4%	5%	8%	4%	13%	11%	9%	7%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(974)	(342)	(378)	(254)	(363)	(306)	(396)	(261)	(226)	(177)	(208)	(373)	(216)

YouGov Survey: Thanksgiving Pies

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1L. Opinions of Pies — Chocolate pie

What would you think about the following pies being served at a Thanksgiving meal?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	32%	28%	35%	27%	30%	38%	29%	36%	16%	29%	24%
Like it	36%	37%	36%	36%	34%	36%	40%	36%	35%	39%	41%
Dislike it	14%	16%	12%	12%	16%	12%	15%	14%	16%	13%	15%
Hate it	7%	7%	6%	10%	6%	6%	5%	6%	15%	5%	2%
Not sure	11%	12%	11%	15%	14%	8%	11%	9%	19%	15%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	101%	101%	101%
Unweighted N	(980)	(436)	(544)	(181)	(219)	(346)	(234)	(696)	(121)	(87)	(76)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	32%	32%	29%	35%	30%	38%	31%	36%	31%	23%	36%	33%	33%
Like it	36%	35%	35%	40%	35%	39%	37%	35%	38%	37%	38%	37%	33%
Dislike it	14%	14%	10%	18%	15%	15%	13%	16%	13%	15%	10%	14%	17%
Hate it	7%	8%	7%	4%	8%	4%	7%	6%	6%	8%	6%	6%	7%
Not sure	11%	11%	19%	3%	12%	4%	12%	7%	11%	16%	10%	10%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	100%	100%	100%
Unweighted N	(980)	(340)	(385)	(255)	(362)	(309)	(399)	(263)	(225)	(178)	(210)	(375)	(217)

YouGov Survey: Thanksgiving Pies

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1M. Opinions of Pies — Key lime pie

What would you think about the following pies being served at a Thanksgiving meal?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	24%	24%	24%	18%	16%	26%	36%	26%	20%	24%	12%
Like it	36%	38%	33%	30%	36%	37%	38%	33%	42%	37%	47%
Dislike it	18%	17%	18%	22%	23%	17%	10%	19%	16%	16%	14%
Hate it	10%	7%	12%	11%	10%	10%	6%	11%	11%	4%	6%
Not sure	13%	14%	13%	19%	16%	11%	9%	12%	10%	19%	22%
Totals	101%	100%	100%	100%	101%	101%	99%	101%	99%	100%	101%
Unweighted N	(980)	(437)	(543)	(181)	(220)	(345)	(234)	(695)	(120)	(88)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	24%	30%	20%	23%	30%	25%	23%	28%	21%	22%	20%	30%	21%
Like it	36%	37%	34%	36%	38%	39%	36%	36%	37%	38%	33%	35%	37%
Dislike it	18%	16%	15%	23%	17%	16%	18%	18%	16%	14%	21%	16%	20%
Hate it	10%	9%	10%	9%	6%	9%	9%	8%	10%	10%	13%	8%	9%
Not sure	13%	8%	21%	10%	9%	10%	13%	10%	17%	15%	14%	11%	14%
Totals	101%	100%	100%	101%	100%	99%	99%	100%	101%	99%	101%	100%	101%
Unweighted N	(980)	(340)	(384)	(256)	(362)	(308)	(399)	(263)	(225)	(178)	(208)	(378)	(216)

YouGov Survey: Thanksgiving Pies

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1N. Opinions of Pies — Lemon meringue pie

What would you think about the following pies being served at a Thanksgiving meal?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	26%	23%	29%	16%	18%	30%	37%	27%	27%	24%	14%
Like it	36%	40%	32%	31%	36%	35%	42%	35%	34%	37%	46%
Dislike it	17%	16%	18%	20%	19%	19%	10%	17%	17%	16%	18%
Hate it	10%	8%	11%	16%	10%	9%	4%	11%	11%	2%	3%
Not sure	12%	12%	11%	19%	16%	7%	7%	9%	10%	20%	19%
Totals	101%	99%	101%	102%	99%	100%	100%	99%	99%	99%	100%
Unweighted N	(977)	(434)	(543)	(179)	(222)	(345)	(231)	(691)	(119)	(89)	(78)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	26%	28%	22%	28%	30%	28%	27%	27%	21%	25%	23%	29%	25%
Like it	36%	38%	33%	38%	38%	42%	38%	35%	39%	39%	35%	33%	40%
Dislike it	17%	17%	17%	16%	17%	16%	16%	18%	18%	14%	17%	18%	19%
Hate it	10%	10%	9%	11%	7%	9%	8%	11%	10%	9%	13%	9%	7%
Not sure	12%	7%	19%	8%	8%	5%	11%	9%	12%	13%	12%	12%	10%
Totals	101%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(977)	(341)	(381)	(255)	(361)	(307)	(397)	(263)	(226)	(179)	(208)	(374)	(216)

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10. Opinions of Pies — Peach pie

What would you think about the following pies being served at a Thanksgiving meal?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	26%	27%	24%	19%	19%	28%	35%	26%	24%	27%	25%
Like it	37%	35%	38%	37%	33%	35%	44%	36%	38%	35%	43%
Dislike it	17%	18%	16%	16%	22%	16%	12%	17%	13%	16%	18%
Hate it	8%	7%	9%	10%	9%	11%	2%	9%	10%	4%	2%
Not sure	13%	12%	13%	18%	15%	10%	8%	11%	15%	18%	12%
Totals	101%	99%	100%	100%	98%	100%	101%	99%	100%	100%	100%
Unweighted N	(978)	(434)	(544)	(179)	(221)	(346)	(232)	(695)	(119)	(87)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	26%	31%	25%	21%	30%	28%	27%	27%	19%	28%	26%	24%	26%
Like it	37%	34%	34%	45%	37%	40%	39%	38%	35%	31%	36%	41%	37%
Dislike it	17%	18%	13%	20%	18%	15%	17%	17%	19%	16%	18%	16%	17%
Hate it	8%	8%	8%	8%	6%	9%	5%	9%	12%	10%	9%	8%	7%
Not sure	13%	9%	21%	6%	8%	7%	11%	9%	15%	15%	12%	12%	13%
Totals	101%	100%	101%	100%	99%	99%	99%	100%	100%	100%	101%	101%	100%
Unweighted N	(978)	(341)	(384)	(253)	(361)	(308)	(399)	(263)	(224)	(178)	(208)	(376)	(216)

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1P. Opinions of Pies — Coconut cream pie

What would you think about the following pies being served at a Thanksgiving meal?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	26%	25%	27%	18%	21%	31%	33%	27%	21%	32%	16%
Like it	33%	32%	34%	33%	33%	30%	38%	32%	32%	35%	36%
Dislike it	17%	18%	15%	17%	19%	17%	13%	17%	17%	8%	26%
Hate it	13%	11%	14%	15%	12%	15%	7%	14%	14%	7%	3%
Not sure	12%	13%	10%	18%	16%	7%	9%	9%	15%	17%	19%
Totals	101%	99%	100%	101%	101%	100%	100%	99%	99%	99%	100%
Unweighted N	(978)	(435)	(543)	(179)	(220)	(345)	(234)	(694)	(119)	(88)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	26%	28%	20%	32%	23%	31%	27%	27%	24%	23%	26%	29%	24%
Like it	33%	36%	29%	36%	36%	34%	31%	39%	31%	36%	27%	36%	31%
Dislike it	17%	17%	14%	19%	18%	18%	15%	17%	20%	16%	16%	15%	20%
Hate it	13%	12%	16%	8%	13%	11%	15%	8%	12%	12%	15%	12%	11%
Not sure	12%	7%	21%	6%	10%	6%	12%	8%	13%	13%	15%	8%	15%
Totals	101%	100%	100%	101%	100%	100%	100%	99%	100%	100%	99%	100%	101%
Unweighted N	(978)	(341)	(381)	(256)	(361)	(309)	(397)	(262)	(226)	(178)	(207)	(378)	(215)

YouGov Survey: Thanksgiving Pies

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1Q. Opinions of Pies — Strawberry pie

What would you think about the following pies being served at a Thanksgiving meal?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	21%	22%	21%	18%	23%	21%	23%	22%	11%	27%	19%
Like it	38%	40%	37%	36%	32%	40%	44%	39%	44%	34%	31%
Dislike it	16%	15%	17%	16%	18%	17%	12%	15%	15%	19%	24%
Hate it	7%	7%	8%	10%	8%	8%	4%	7%	14%	4%	5%
Not sure	17%	16%	18%	20%	20%	14%	16%	17%	17%	16%	21%
Totals	99%	100%	101%	100%	101%	100%	99%	100%	101%	100%	100%
Unweighted N	(978)	(436)	(542)	(181)	(221)	(344)	(232)	(694)	(120)	(88)	(76)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	21%	22%	20%	22%	22%	24%	20%	28%	18%	21%	23%	20%	21%
Like it	38%	34%	36%	47%	36%	46%	38%	40%	35%	32%	39%	41%	38%
Dislike it	16%	21%	13%	15%	18%	15%	15%	15%	21%	20%	17%	16%	12%
Hate it	7%	8%	7%	7%	9%	6%	9%	5%	8%	6%	7%	8%	8%
Not sure	17%	15%	24%	9%	15%	10%	18%	12%	18%	21%	14%	15%	21%
Totals	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(978)	(341)	(382)	(255)	(362)	(307)	(400)	(260)	(225)	(179)	(209)	(375)	(215)

YouGov Survey: Thanksgiving Pies

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1R. Opinions of Pies — Rhubarb pie

What would you think about the following pies being served at a Thanksgiving meal?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	12%	13%	11%	9%	12%	10%	18%	15%	6%	6%	8%
Like it	23%	22%	24%	27%	24%	20%	21%	24%	17%	11%	36%
Dislike it	22%	23%	21%	22%	23%	21%	23%	22%	22%	27%	19%
Hate it	18%	17%	19%	15%	12%	24%	18%	19%	24%	12%	9%
Not sure	25%	26%	25%	28%	29%	24%	20%	20%	31%	44%	28%
Totals	100%	101%	100%	101%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(978)	(435)	(543)	(179)	(221)	(345)	(233)	(694)	(119)	(88)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	12%	16%	10%	10%	15%	12%	10%	15%	12%	11%	13%	10%	15%
Like it	23%	24%	21%	23%	23%	23%	20%	26%	26%	23%	27%	20%	22%
Dislike it	22%	26%	18%	23%	22%	22%	22%	21%	26%	20%	21%	25%	21%
Hate it	18%	17%	16%	22%	18%	22%	18%	20%	16%	20%	20%	15%	19%
Not sure	25%	17%	35%	21%	22%	20%	29%	18%	20%	26%	19%	30%	23%
Totals	100%	100%	100%	99%	100%	99%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(978)	(340)	(382)	(256)	(362)	(310)	(397)	(263)	(225)	(178)	(207)	(375)	(218)

YouGov Survey: Thanksgiving Pies

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1S. Opinions of Pies — Marionberry pie

What would you think about the following pies being served at a Thanksgiving meal?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	8%	8%	8%	12%	7%	8%	7%	9%	3%	9%	10%
Like it	16%	20%	12%	28%	23%	6%	11%	14%	13%	18%	27%
Dislike it	17%	20%	15%	20%	20%	15%	15%	17%	20%	19%	12%
Hate it	9%	6%	11%	7%	10%	10%	7%	8%	15%	4%	8%
Not sure	50%	45%	55%	33%	40%	61%	60%	51%	49%	49%	42%
Totals	100%	99%	101%	100%	100%	100%	100%	99%	100%	99%	99%
Unweighted N	(978)	(434)	(544)	(179)	(220)	(346)	(233)	(696)	(118)	(87)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	8%	12%	6%	8%	10%	9%	6%	11%	9%	10%	8%	4%	14%
Like it	16%	20%	13%	13%	15%	14%	13%	19%	20%	15%	11%	15%	23%
Dislike it	17%	15%	17%	20%	16%	17%	19%	13%	21%	14%	20%	17%	17%
Hate it	9%	11%	5%	11%	11%	8%	8%	10%	9%	13%	7%	8%	8%
Not sure	50%	42%	59%	49%	48%	52%	55%	47%	41%	47%	54%	56%	38%
Totals	100%	100%	100%	101%	100%	100%	101%	100%	100%	99%	100%	100%	100%
Unweighted N	(978)	(340)	(380)	(258)	(361)	(310)	(399)	(262)	(226)	(179)	(209)	(375)	(215)

YouGov Survey: Thanksgiving Pies

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1T. Opinions of Pies — Pear pie

What would you think about the following pies being served at a Thanksgiving meal?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	7%	7%	6%	7%	10%	5%	6%	6%	6%	10%	10%
Like it	22%	24%	19%	28%	29%	16%	17%	21%	15%	26%	35%
Dislike it	23%	26%	20%	22%	20%	25%	23%	24%	23%	23%	15%
Hate it	12%	10%	15%	15%	9%	14%	11%	13%	17%	7%	4%
Not sure	36%	33%	40%	28%	32%	40%	43%	36%	40%	34%	36%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(979)	(436)	(543)	(180)	(220)	(346)	(233)	(696)	(119)	(87)	(77)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	7%	9%	6%	5%	7%	6%	7%	7%	5%	5%	7%	6%	9%
Like it	22%	24%	18%	23%	23%	21%	19%	21%	28%	26%	20%	21%	20%
Dislike it	23%	20%	21%	29%	20%	28%	23%	26%	22%	21%	24%	23%	23%
Hate it	12%	15%	11%	11%	13%	11%	11%	15%	12%	13%	13%	12%	11%
Not sure	36%	32%	44%	32%	37%	35%	40%	31%	32%	35%	35%	37%	37%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	99%	99%	100%
Unweighted N	(979)	(340)	(383)	(256)	(360)	(309)	(399)	(261)	(226)	(179)	(209)	(377)	(214)

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2. Best Thanksgiving Pie

Which of these pies would be your favorite for Thanksgiving?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Pumpkin pie	23%	21%	25%	13%	18%	26%	31%	26%	7%	23%	16%
Pecan pie	14%	12%	15%	6%	10%	18%	17%	14%	5%	21%	14%
Apple pie	12%	13%	11%	17%	8%	13%	12%	13%	10%	15%	7%
Butternut squash pie	1%	1%	0%	0%	2%	0%	0%	1%	0%	0%	0%
Sweet potato pie	8%	8%	9%	5%	7%	10%	10%	3%	45%	1%	8%
Peanut butter pie	3%	2%	4%	3%	5%	2%	2%	3%	0%	1%	12%
Banana cream pie	3%	3%	4%	3%	6%	2%	2%	3%	4%	1%	8%
Cranberry pie	1%	1%	0%	3%	1%	0%	0%	0%	1%	2%	1%
Blueberry pie	4%	5%	2%	5%	4%	3%	3%	4%	2%	5%	4%
Boston cream pie	3%	2%	4%	4%	4%	3%	3%	3%	4%	6%	0%
Cherry pie	5%	5%	5%	6%	4%	5%	6%	5%	2%	6%	6%
Chocolate pie	6%	7%	5%	12%	5%	6%	2%	7%	8%	3%	6%
Key lime pie	3%	4%	3%	2%	4%	3%	4%	4%	2%	3%	2%
Lemon meringue pie	3%	2%	3%	1%	3%	3%	2%	3%	2%	4%	1%
Peach pie	2%	3%	2%	5%	2%	1%	2%	3%	1%	0%	4%
Coconut cream pie	3%	2%	3%	3%	3%	3%	2%	3%	1%	2%	3%
Strawberry pie	3%	4%	2%	6%	7%	0%	1%	3%	1%	3%	6%
Rhubarb pie	2%	2%	2%	1%	2%	1%	3%	2%	1%	2%	0%
Marionberry pie	1%	1%	1%	3%	2%	0%	0%	1%	1%	2%	1%
Pear pie	1%	1%	1%	3%	1%	1%	0%	1%	3%	0%	1%
Totals	101%	99%	101%	101%	98%	100%	102%	102%	100%	100%	100%
Unweighted N	(951)	(421)	(530)	(168)	(203)	(345)	(235)	(681)	(117)	(82)	(71)

YouGov Survey: Thanksgiving Pies
 November 14 - 18, 2022 - 1000 U.S. Adult Citizens



	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Pumpkin pie	23%	21%	25%	22%	23%	25%	27%	20%	18%	17%	24%	21%	28%
Pecan pie	14%	12%	15%	15%	11%	15%	15%	12%	12%	9%	16%	16%	12%
Apple pie	12%	11%	12%	14%	11%	14%	12%	12%	13%	17%	12%	11%	11%
Butternut squash pie	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%	1%	0%
Sweet potato pie	8%	13%	8%	4%	13%	3%	10%	6%	7%	11%	6%	11%	5%
Peanut butter pie	3%	2%	3%	3%	3%	2%	2%	3%	4%	4%	3%	2%	3%
Banana cream pie	3%	4%	3%	2%	3%	2%	2%	4%	4%	1%	4%	4%	2%
Cranberry pie	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%
Blueberry pie	4%	5%	3%	4%	4%	4%	4%	3%	4%	5%	2%	4%	4%
Boston cream pie	3%	3%	3%	4%	3%	3%	4%	3%	4%	5%	4%	2%	4%
Cherry pie	5%	5%	5%	5%	6%	6%	4%	6%	6%	6%	2%	6%	5%
Chocolate pie	6%	4%	6%	8%	5%	7%	4%	7%	8%	3%	6%	9%	6%
Key lime pie	3%	4%	2%	4%	3%	3%	2%	5%	3%	6%	4%	2%	3%
Lemon meringue pie	3%	3%	2%	2%	2%	3%	3%	3%	1%	3%	3%	2%	2%
Peach pie	2%	3%	2%	2%	2%	3%	2%	4%	1%	4%	2%	0%	5%
Coconut cream pie	3%	1%	3%	3%	2%	3%	3%	3%	1%	2%	4%	2%	2%
Strawberry pie	3%	5%	2%	2%	4%	2%	3%	2%	5%	4%	3%	2%	4%
Rhubarb pie	2%	2%	1%	2%	2%	2%	1%	3%	3%	1%	2%	2%	2%
Marionberry pie	1%	1%	1%	1%	1%	1%	0%	2%	2%	1%	1%	1%	2%
Pear pie	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	2%	0%	1%
Totals	101%	101%	99%	99%	100%	100%	101%	99%	100%	101%	101%	99%	102%
Unweighted N	(951)	(336)	(359)	(256)	(359)	(307)	(395)	(261)	(207)	(169)	(201)	(372)	(209)

YouGov Survey: Thanksgiving Pies

November 14 - 18, 2022 - 1000 U.S. Adult Citizens



Interviewing Dates	November 14 - 18, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.353 to 3.225, with a mean of one and a standard deviation of 0.395.
Number of respondents	1000
Margin of error	± 3.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	69 questions not reported.